

PERSONAL INFORMATIONS

Antonio Bruno



Sex | Date of birth | Nationality

Director at Strive International Consulting Limited

Promotional events and Business projects in Ireland for foreign companies. BtoB between international companies, Incoming of operators, trade missions, trade fair, market searches.

Business or sector International business consultancy

CURRENT JOB/POSITION

Secretary at KM Cloud Limited

Business to Business database, Database consultation and export , Targeted actions to generate lead opportunities.

Business or sector Digital Marketing

WORK EXPERIENCE

(from 3, 2012 to today)

Marketing and Business Development Manager

FIBI - Federation of Italian Business in Ireland
Old Naas Road, Kylemore (Ireland)

Promotional events and Business projects in Ireland for italian food and wine & leisure companies. BtoB between irish and italian operators, incoming of irish buyers in Italy, business trips, participation at TTI, TTC and Borsa Mediterranea del Turismo with irish tour operators.

(from 3, 2015 to 8, 2015)

Business or sector International business consultancy

Project Manager Italy and UK

trAIDe GmbH - Zollstockgürtel 61 50969 Cologne (Germany)

Business or sector International Business Consultancy

Support to marketing and business development in italian and uk market for german food companies

(from 4, 2012 to 4, 2013)

PromoExport Consultant

Intertrade - Special Agency Salerno Chamber of Commerce
via Roma,29 Salerno (italy)

Promoting Intertrade's annual services and trade events abroad for italian food companies

Business or sector Business Consultance

(from 05, 2011 to 6, 2011) **Marketing Consultant for Écho Italia Project**
Chambre de commerce italienne au Canada
550, rue Sherbrooke Ouest, Bureau 1150 Montreal (Québec)

Marketing and communication activities for Echo Italia - Promotion of italian food and tourism in Canada

Business or sector International Business Consultancy

(from 10, 2010 to 4, 2012) **Associate Consultant**
Octagona srl
Vito A. Cadamosto, 22/TO Carpi (MO)
Consultancy in Business Development and Assistance in India, Vietnam and Brasil projects
Business or sector International Business Consultancy

(from 10, 2010 to 10, 2011) **Associate Consultant in Mena Region and Turkey projects**
Onemedit srl
Via Don Bosco, 3, Suzzara (MN)
Consultancy in Business Development
Business or sector International Business Consultancy

(from 05, 2009 to 06, 2010) **Strategic Marketing Consultant**
Adv Boucle & Partners srl
Via Morimondo 26, Milano
Market share and demand analysis, competitive analysis
Business or sector Marketing Consultancy

(from 02, 2008 to 10, 2008) **Export Marketing Manager**
Consortium Friends 4 Food via G.Garibaldi 70, S.Marco dei Cavoti (BN)
Export Consortium of Typical Agricultural and Food Products
Export marketing plans and sales strategies and promotion into foreign markets for typical italian food and wines.
Business or sector Food & Beverage

(03,2007 - 07,2007) **Business Development and marketing consultant**
Italian Agency for the co-operation and development of international exchanges - via G.Antonelli 41, Roma
Business promotion and consultancy to companies operating in different abroad markets.
Business or sector Business Consultancy

(from 09, 2004 to 10, 2004) **Marketing Assistant**
Domina Coral Bay Resort, Sharm el Sheik, Egypt
Public relation management, promotional programs and database marketing management.
Business or sector Leisure Travel & Tourism

(from 01, 2003 to 10, 2003) **Marketing Assistant**
Mazzone Turismo, C.so Dante (Palazzo Storico Pedicini), Benevento
Online marketing plans and strategies and promotional packages development
Business or sector Leisure Travel & Tourism

EDUCATION AND TRAINING

- (from 9, 1996 to 12, 2000)
Bachelor's Degree in Economics and Business Administration
 Università degli Studi del Sannio, Piazza Guerrazzi, Benevento

 Economics
- (from 1, 2001 to 7, 2001)
Master A.S.P.- Advanced Study Program in Strategic Marketing and Product Management
 I.E.D. Management - Roma

 Marketing
- (from 12, 2003 to 10,2004)
Master in Responsible Marketing & E-Commerce
 Centro Sviluppo Commercio e Turismo Campania– Benevento

 Marketing ed E-Commerce

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1/2	C1/2	C1/2	C1/2	C1/2
	Proficient user				
Spanish	C1/2	C1/2	C1/2	C1/2	C1/2
	Proficient user				

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
 Common European Framework of Reference for Languages

Communication skills Good communication skills gained during my experience as in marketing e communication consultant

Organisational / managerial skills Leadership (I'm responsible of a team in Ireland and consultants in other countries), team working (I've always worked in staff projects)

Job-related skills Good knowledge of international shipping processes and marketing techniques

Computer skills MS Office: Word, Excel, Access, Powerpoint.
 Marketing: GoldMine Marketing& Sales, MM4XCL, Marketing Plan Manager, WinSwot, Visual Slide Show
 Graphic Design: Adobe PhotoShop, Macromedia Dreamweaver
 Video Editing: OpenShot Video Editor, VideoPad, VirtualDub.

Driving licence B

ADDITIONAL INFORMATION

Publications/Presentations

Investire in Irlanda: Focus su agroalimentare ed energie rinnovabili, 2013
British Food and Drink Market Trends in market and consumption focus on organic, health food, 2015
Paesi Baltici: Opportunità nei settori Food e Legno, 2013
Workshop: Marketing e Riposizionamento dei Prodotti da Forno, SIAB 2010
Corso Innovation management & technology dell'audiovisivo, Aisfor, Regione Lazio, 2014

References